

As an emerging market, China plays a major role in the international panorama. It is therefore crucial to quickly gain ground and position the Federation as the breed's global umbrella organisation in which all stakeholders act together without putting individual interests first.

The Chinese market appears to register a great demand for well-trained horses on the one hand and for further training for riders on the other hand. The development of various areas of equestrian sports is still in the early stages – the ideal starting point for the WHBSF to begin its work. However, it is essential not to have excessive expectations at this point, because a whole lot of effort and long-term goals are required in order to gain a lasting foothold in China. And yet, it is certainly worth a try, because the Haflinger breed has everything it takes to establish itself in terms of both its suitability for equestrian sports and the geographical-climatic conditions in the country.

The conditions are good, and the breed is all set to position itself in yet another important world market in the long run.